

Rep Order#	Ver#	Status	New	Traffic Order#	Printed:	08/09/2012 3:07 PM	1 of 3
6839845	1						

Last Received: 08/08/2012 4:54 PM

Showing Buylines: All Lines

Station	WAVY-TV NORFOLK, VA.	Agency	() AMERICAN MEDIA & ADVOCACY GROUP	Rep Firm	
Advertiser	() RIGELL FOR CONGRESS		815 SLATERS LANE	Sales Office	() PHILADELPHIA
Product	SCOTT RIGELL		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	2725	Agency C/P1/P2/E	128/216/2725	Salesperson Phone#	215-567-6005
Buyer	Ben Angle	Flight Dates	08/21/2012 - 08/27/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

--- CONTRACT COMMENT ---

CLIENT: RIGELL FOR CONGRESS SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$9075
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 4.2												
	3	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	08/24-08/24	1	1	1	\$1,500.00	
Rating: 6.6												
	4	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/21-08/21	1	1	1	\$125.00	
Rating: 2.1												
	5	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/23-08/23	1	1	1	\$125.00	
Rating: 2.1												
	6	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/27-08/27	1	1	1	\$125.00	
Rating: 2.1												
	7	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.2												
	9	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
Rating: 4.8												
	10	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/21-08/21	1	1	1	\$900.00	
Rating: 4.4												

EC'd Yes Last Received: 08/08/2012 4:54 PM

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Estimate# 2725
Buyer Ben Angle
Phone#
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Agency () AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2725
Flight Dates 08/21/2012 - 08/27/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	M	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/27-08/27	1	1	1	\$900.00	
	Rating: 4.4											
	15	TU	6P-630P	6PM NEWS	:30	\$1,500.00	08/21-08/21	1	1	1	\$1,500.00	
	Rating: 6.9											
	18	SA	7P-8P	ENT TONITE60 W	:30	\$200.00	08/25-08/25	1	1	1	\$200.00	
	Rating: 2.0											
	20	M	11P-1135P	WAVY NEWS10-11<	:30	\$1,200.00	08/27-08/27	1	1	1	\$1,200.00	
	Rating: 5.0											
	21	W	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/22-08/22	1	1	1	\$350.00	
	Rating: 2.7											
	22	F	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/24-08/24	1	1	1	\$350.00	
	Rating: 2.7											
	23	M	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/27-08/27	1	1	1	\$350.00	
	Rating: 2.7											
	24	W	430A-459A	WAVY NEWS-430A<	:30	\$125.00	08/22-08/22	1	1	1	\$125.00	
	Rating: 2.1											
	25	F	430A-459A	WAVY NEWS-430A<	:30	\$125.00	08/24-08/24	1	1	1	\$125.00	
	Rating: 2.1											

---REPORT TOTALS---

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Rep Firm
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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Report Totals: 17 / \$9,075.00

---SALES MONTHLY TOTALS---

Aug 12:	13 / \$6,500.00	Sep 12:	4 / \$2,575.00
Sales Totals: 17 / \$9,075.00			
Station Totals: 17 / \$9,075.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$22,134	CATV 0%	WAVY 41%	WGNT 1%	WPXV 0%	WTKR 21%
		WTVZ 2%	WVBT 11%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	JUL11, EJUL12
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE